

# **NOMINATION FOR AWARD**

AWARD <b>Outstanding Public Affairs Field Grade Officer, NAF and above</b>		CATEGORY (If Applicable)	AWARD PERIOD <b>Jan - Dec 2002</b>
RANK/NAME OF NOMINEE (First, Middle Initial, Last) <b>Lt Col/Derek B. Kaufman</b>		SSN (Enter Last 4 Only) <b>595-4</b>	MAJCOM, FOA, OR DRU <b>AFMC</b>
DAFSC/DUTY TITLE <b>35P4/Chief, Media Division</b>		NOMINEE'S TELEPHONE (DSN & Commercial) <b>DSN 787-7593 Com 937-257-7593</b>	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE <b>HQ AFMC Public Affairs, AFMC/PA, 4375 Chidlaw Rd, Rm N152, Wright-Patterson AFB OH 45433-5006</b>			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) <b>Colonel Donna L. Pastor, DSN 787-6306, Com 937-257-6306, donna.pastor@wpafb.af.mil</b>			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p><b>Overall Effectiveness/Job Accomplishments:</b></p> <ul style="list-style-type: none"> <li>- Hard-charging officer! Leading the way in explaining AF's most complex, least understood command</li> <li>- Out in front telling the story of command priorities: agile acquisition, transformation, complicated master labor agreement, command's 10th anniversary, depot strategy, logistic center reorganization <ul style="list-style-type: none"> <li>-- Result--unprecedentedly positive media coverage, understanding of labyrinthine acquisition process</li> </ul> </li> <li>- Capitalized on wartime interest in weapons and anti-terrorism to showcase AFMC, AF's vital roles! <ul style="list-style-type: none"> <li>-- Told air war story with in-depth, behind-scenes insight into technologies, weapons, and people that keep warfighters armed and flying in Operations Noble Eagle and Enduring Freedom</li> <li>-- Result--greater public comprehension, support for vigorous research and development funding</li> </ul> </li> <li>- Ensured senior leaders, spokespersons were thoroughly prepared for media, major community events <ul style="list-style-type: none"> <li>-- Prepared insightful, comprehensive messages tailored to audiences, anticipated media--superb!</li> </ul> </li> <li>- Out in front, publicizing our critical manning for scientists, engineers, acquisition professionals <ul style="list-style-type: none"> <li>-- Result--Congressional authorization for special pay for civilians; bonuses for military members</li> </ul> </li> </ul> <p><b>Leadership/Organizational &amp; Planning Skills:</b></p> <ul style="list-style-type: none"> <li>- Out in front, highlighting people, explaining intricacies of acquisition, testing and development!</li> <li>- Assembled, led joint PA team for overarching range cooperative agreement w/AF, Navy, USMC <ul style="list-style-type: none"> <li>-- Planned announcement of Eglin as alternative for naval force training, replacing Vieques range</li> </ul> </li> <li>- Restructured media division, assigning "accounts" to improve command support to field units, staff <ul style="list-style-type: none"> <li>-- Result--expedited command response to evolving media issues and events--met the deadlines!</li> <li>-- Field units got vastly improved communication effectiveness, more responsive customer service</li> </ul> </li> <li>- Beat the drum for the Air Force! Emphasized successes in AF's premier acquisition program: F/A-22 <ul style="list-style-type: none"> <li>-- Driving force garnering national coverage on testing of F/A-22 in climatic facility at Eglin AFB</li> <li>-- Captured unprecedented coverage in future <i>National Geographic</i>; developed messages, strategies</li> </ul> </li> <li>- At the heart of PA planning for high-visibility investigation, defusing court-martial at Hanscom AFB</li> <li>- Our go-to guy when the job requires seasoned experience and has to be done right the first time! <ul style="list-style-type: none"> <li>-- Planner for Nat'l Black Engineer of Year media events; briefer at command's PA conference</li> <li>-- Designed scenario support for Kirtland AFB's inspection, crucial for conducting realistic inspection</li> </ul> </li> </ul> <p><b>Judgment and Decisions:</b></p> <ul style="list-style-type: none"> <li>- His radar is always scanning the horizon, actively searching for and targeting the next challenge</li> <li>- Anticipated huge media interest over reports tying sale of moth-balled T-39 to Bin Laden associate <ul style="list-style-type: none"> <li>-- Averted fiasco--led thorough research, multi-agency coordination--got balanced, low-key coverage</li> </ul> </li> <li>- Spearheaded timely, comprehensive PA planning efforts, orchestrating coordination at every level <ul style="list-style-type: none"> <li>-- Improper transfer of USAF Museum aircraft; depot reorganization; B-1 consolidation; Chicago <i>Tribune</i> beryllium investigation; civilian appraisal discrimination issue; Reserve support concerns</li> <li>-- Meticulous planning paid off in execution--minimized negative coverage of sensitive issues</li> </ul> </li> <li>- His maturity, proven PA judgment makes him the first choice to handle high-profile assignments <ul style="list-style-type: none"> <li>-- Provided essential support, oversight for two separate Presidential visits to AFMC installations</li> </ul> </li> <li>- PA professionals from our 10 major bases go to him for help with the tough calls--always on target!</li> </ul> <p><b>Communication Skills:</b></p> <ul style="list-style-type: none"> <li>- The master at crafting concise, comprehensive, easily communicated messages for major programs <ul style="list-style-type: none"> <li>-- Developed, disseminated hard-hitting themes of command's unique roles in homeland defense, war on terrorism, delivering capabilities to warfighters--AFMC hones the blade at the tip of the spear!</li> <li>-- Crafted banner AF messages on campaign sustainment, precision weapons, reachback, UAVs, importance of investment in science and technology--he told the story, and the media ran it!</li> <li>-- Result--unparalleled coverage of non-glamorous yet essential "back story" of the sexiest weapons</li> </ul> </li> <li>- Key member of Airborne Laser's public affairs working group; developed important communication priorities for DOD-led development team with Presidential-level oversight--results in national media</li> </ul>			